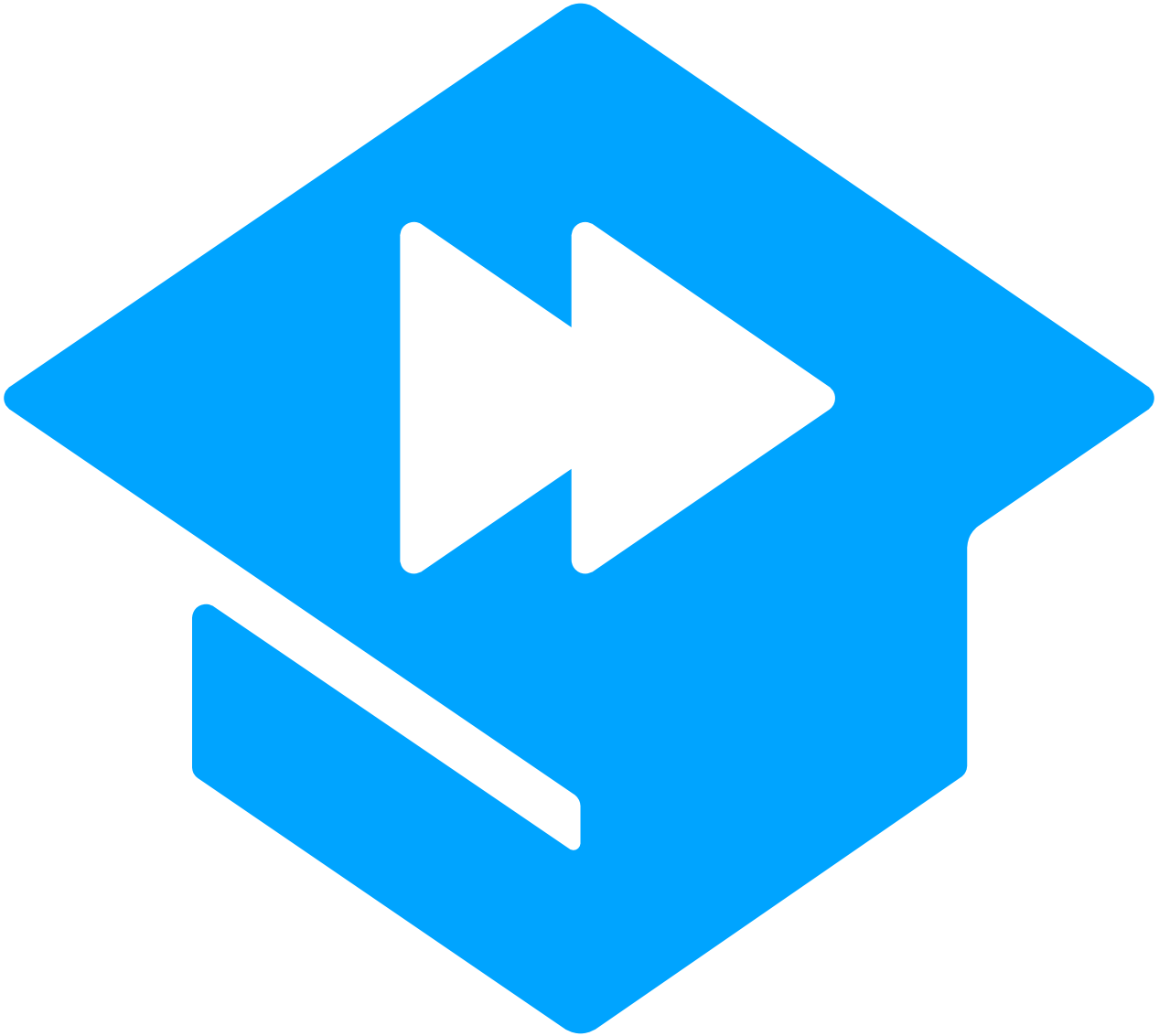

腾讯课堂品牌书

Tencent Class Brand Book

Created by
ISUX Brand Center

2016. 12

欢迎
Welcome

本规范手册包含的品牌基本原则和使用案例，通过基本标志、品牌色、图形设计以及图像排版风格，以保持“腾讯课堂”的品牌视觉识别统一性。本手册将呈现品牌所有的关键视觉元素以及系统地告诉大家如何在各个应用和物料上正确和统一地使用它们。我们应做到保持正确和一致地应用所有品牌关键视觉元素。然而，在遵循品牌统一性以及不违背品牌视觉识别的基础上，学习灵活运用其中的基本规则，从而衍生出更具创新、新颖、个性以及多维度特点的表达形式，传达出强大有力的品牌信息。

This guideline contains basic principles and examples that are needed to maintain the consistency of Tencent Class’s brand identity, from the primary logo, color, graphic device, imagery through to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications. It is essential that the key elements should be applied correctly and consistently. However, there is enough flexibility to always produce fresh, creative and differentiated communication pieces. It is not essential to use every element on every item of communication, but to deliver a strong brand message without compromising the brand identity.

目录
Contents

1.00 品牌 Brand

1.01 品牌概述 Brand Overview 12 - 13

2.00 标志 Logo

2.01 标志元素 Logo Elements 16 - 17
2.02 标准标志 Basic Logo 18 - 19
2.03 标语标志 Basic Logo with Slogan 20 - 21
2.04 域名标志 Basic Logo with Domain 22 - 23
2.05 垂直标志 Vertical Logo 24 - 25
2.06 垂直标语标志 Vertical Logo with Slogan 26 - 27
2.07 图形标志 Symbol 28 - 29
2.08 安全区域 Clear Space _ Basic Logo 30 - 31
2.08 安全区域 Clear Space _ Vertical Logo 32 - 33
2.09 最小尺寸 Minimum Size 34 - 35
2.10 版式位置 Logo Placement 36 - 37
2.11 使用与限制 Restrictions 38 - 39

3.00 品牌色 Color

3.01 品牌标准色 Brand Color 42 - 43
3.02 颜色比例 Color Proportion 44 - 45
3.03 背景颜色 Background Color 46 - 47

4.00 品牌专用字体 Typography

4.01 中文 Chinese 50 - 51
4.02 英文 English 52 - 53

5.00 品牌角色 Character

5.01 品牌角色 Character 56 - 57
5.02 背景颜色 Background Color 58 - 59
5.03 使用与限制 Restrictions 60 - 61
5.04 应用系统 Applications 62 - 63

6.00 辅助图形 Sub Graphic

6.01 图形元素 Graphic Elements 66 - 67
6.02 辅助图案 1 Pattern 1 68 - 69
6.03 辅助图案 2 Pattern 2 70 - 71

7.00 品牌应用系统
Applications

7.01	名片 Business Card	74 - 75
7.02	办公应用 Stationery	76 - 77
7.03	品牌产品 Brand Products	78 - 79
7.04	笔记本 Notebook	80 - 81
7.05	书签 Bookmark	82 - 83
7.06	海报 Poster	84 - 85
7.07	徽章 Badge	86 - 87
7.08	便签纸 Notepaper	88 - 89
7.09	包袋 Bag	90 - 91
7.10	衬衫 T-shirt	92 - 93
7.11	应用程序图标 / 启动闪屏 App Icon / Splash	94 - 95
7.12	网页 Web	96 - 97

1.00

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品牌

Brand

1.01 品牌概述

Brand Overview

腾讯课堂是腾讯推出的专业在线教育平台，致力于用互联网的方式打破中国教育资源地域分布的不平衡。其聚合大量优质教育机构和名师课程资源，下设IT互联网、设计创作、语言学习、职业考证、升学考试、生活兴趣等众多在线学习精品课程，提供一站式全方位的专业教育服务。依托互联网，打破地域的限制，让每个立志学习，有梦想的人，都能接受优秀老师的指导和教学，同时给优秀的机构及教师一个展示的平台。

Tencent Class is a professional online education platform launched by Tencent, committed to breaking the geographical distribution of Chinese education resources imbalance by using the Internet. It integrates a large number of high-quality educational institutions and famous teacher curriculum on internet, design, language, vocational, entrance examinations, entertainment, providing one-stop all-round professional education services. Relying on the Internet, to break the geographical constraints, so that each person with a dream who are determined to learn can accept the guidance and teaching of outstanding teachers, and allowing outstanding institutions and teachers to show.

2.00

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标志

Logo

2.01 标志元素

Logo Elements

腾讯课堂标识由两元素组成: 1. 图形标志 2. 文字标志 3.标语，其元素间的相对大小和位置是固定的，并且文字标志不能单独使用。腾讯课堂的标志只能从最终规范文件中直接拷贝使用，而不是重新绘制或者擅自组合。本规范的各种电子格式文件通用于Mac或PC端，可在腾讯ISUX品牌设计中心服务器中进行下载。

Tencent Class logo consists of three elements: 1. Symbol 2. Logotype and 3. slogan. The relative sizes and positions of these elements are fixed. Tencent Class logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC, from BX Center, ISUX, Tencent.

标准标志 / Logo

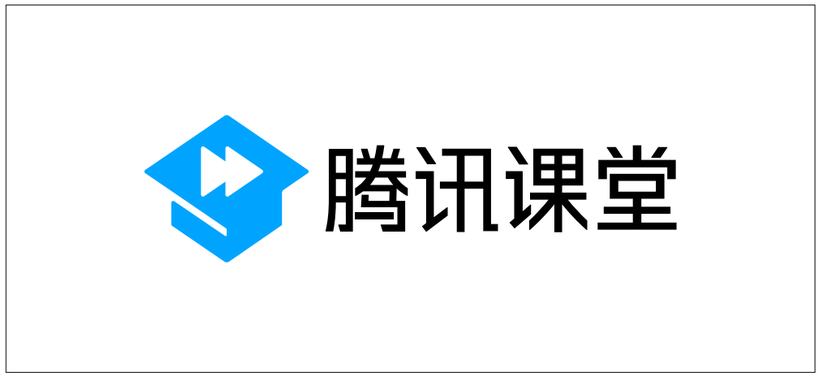
标语 / Slogan

2.02 标准标志

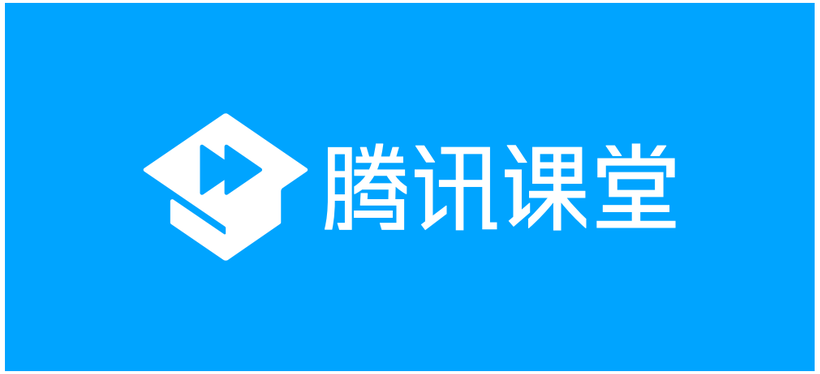
Basic Logo

标准标志是腾讯课堂的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。腾讯课堂标准标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

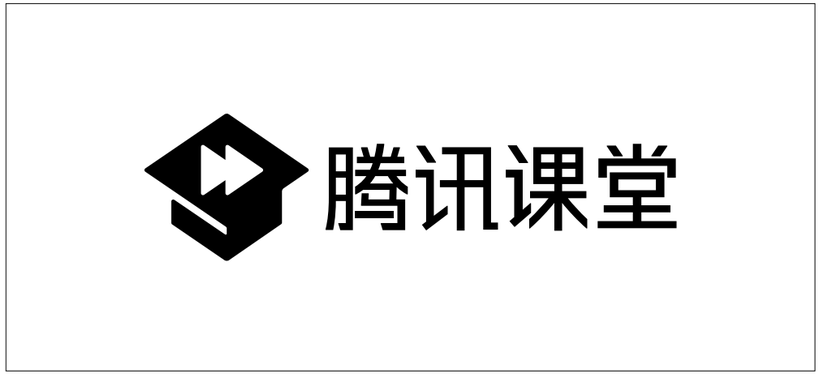
The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey Tencent Class's confidence and stability. The basic logo of Tencent Class is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue



03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.03 标语标志

Basic Logo with Slogan

标语标志是腾讯课堂的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。腾讯课堂标语标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当标语标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey Tencent Class's confidence and stability. The basic logo with slogan of Tencent Class is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue

03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.04 域名标志

Basic Logo with Domain

域名标志是腾讯课堂的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。腾讯课堂域名标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当域名标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey Tencent Class's confidence and stability. The basic logo with domain of Tencent Class is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue

03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.05 垂直标志

Vertical Logo

腾讯课堂的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的，并且其文字标志不能单独使用。腾讯课堂所有标志不能重新绘制或者擅自组合。腾讯课堂垂直标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The preferred brand identity for Tencent Class is basic logo. However vertical logo may be used when there is a limited area for a logo display. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of Tencent Class is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue

03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.06 垂直标语标志

Vertical Logo with Slogan

腾讯课堂的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的，并且其文字标志不能单独使用。腾讯课堂所有标志不能重新绘制或者擅自组合。腾讯课堂垂直标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The preferred brand identity for Tencent Class is basic logo. However vertical logo may be used when there is a limited area for a logo display. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of Tencent Class is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue

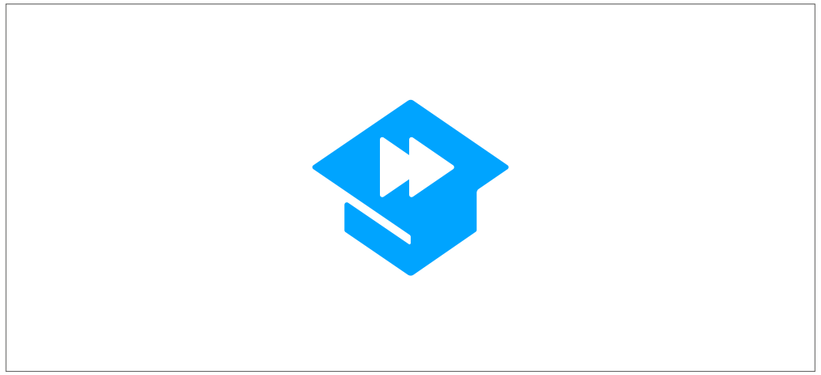
03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.07 图形标志

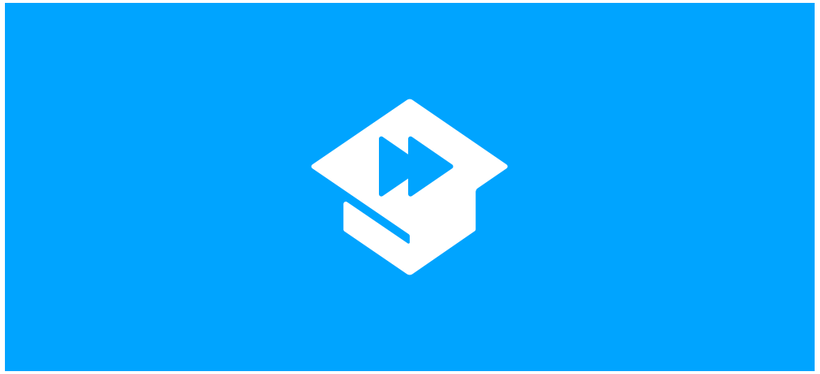
Symbol

腾讯课堂的图形标志也能反映其品牌视觉识别。其图形标志是品牌呈现的关键元素，不可重新绘制或者擅自改变它。腾讯课堂图形标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌蓝色背景上使用白色标志；当图形标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

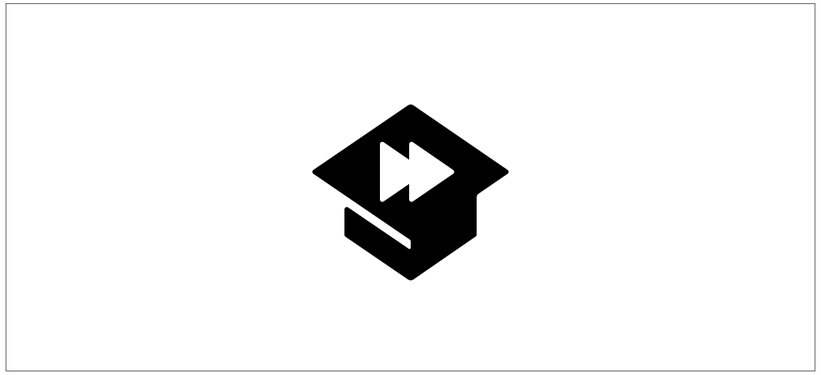
The symbol of Tencent Class reflects the philosophy of Tencent Class. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of Tencent Class is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main blue of Tencent Class. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：白色
背景：腾讯课堂蓝
Logo: White
BG: Tencent Class Blue



03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.08 安全区域

Clear Space _ Basic Logo

为确保腾讯课堂的品牌标志可以在所有应用中被清晰识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以文字标志的高为一个单位作为参考值，一般情况下应保持100%的安全区域，或当100%安全区域不可用时，使用50%安全区域为第二选择。

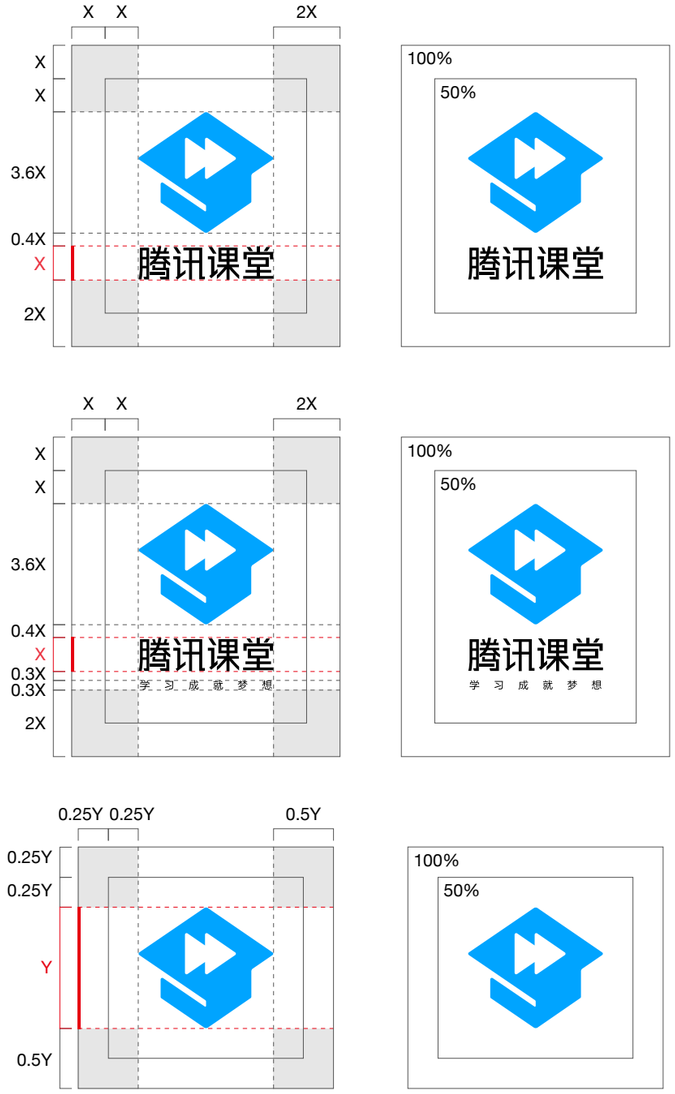
To ensure that the Tencent Class logo is clearly visible in all applications, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 100% should be maintained but when 100% clear space is not available, use the second option of 50% clear space.

2.08 安全区域

Clear Space _ Vertical Logo

为确保腾讯课堂的品牌标志可以在所有应用中被清晰识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以图形／文字标志的高为一个单位作为参考值，一般情况下应保持100%的安全区域，或当100%安全区域不可用时，使用50%安全区域为第二选择。

To ensure that the Tencent Class logo is clearly visible in all applications, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 100% should be maintained but when 100% clear space is not available, use the second option of 50% clear space.

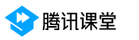


2.09 最小尺寸

Minimum Size

腾讯课堂标志没有固定的尺寸大小，其比例关系应由可用空间、美感、功能和可见度来决定。且腾讯课堂标志没有预设的最大尺寸，其中标准标志的最小印刷尺寸高度为5mm，最小显示器尺寸高度为14px。

There is no predetermined size for the Tencent Class logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. The minimum size of height for the basic logo is 5mm in print, 14px for screen use.



印刷高 / Print: 5mm
显示器高 / Screen: 14px

印刷高 / Print: 9mm
显示器高 / Screen: 25px

印刷高 / Print: 14mm
显示器高 / Screen: 40px

印刷高 / Print: 30mm
显示器高 / Screen: 85px

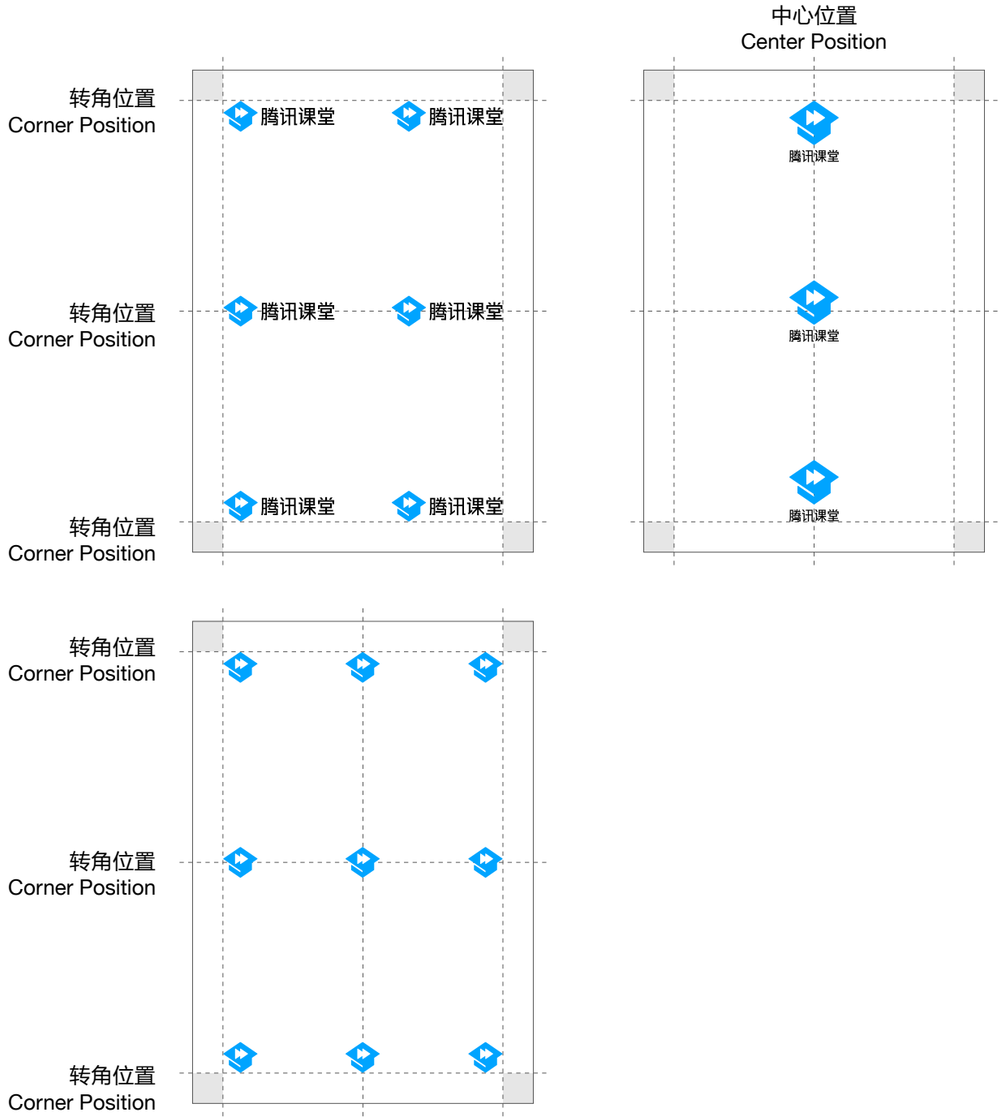
印刷高 / Print: 5mm
显示器高 / Screen: 14px

2.10 版式位置

Logo Placement

标志的位置取决于标志的样式。标准标志在版式页面中应遵循左对齐或右对齐，居顶、居中或居下。例如这种版式运用在大多数办公应用系统。垂直标志应遵循中对其，居顶或居下。而图形标志则应遵循左中右对齐，居上、居中或居下。

The preferred logo placement is differentiated by the logo format. The basic Tencent Class logo is positioned left aligned or right aligned at the top, middle or bottom of the page when the identification of the brand is the priority. For example, this would be applied on the most stationery system. Vertical Tencent Class logo is positioned center aligned at the top middle or bottom of the page. Tencent Class symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.

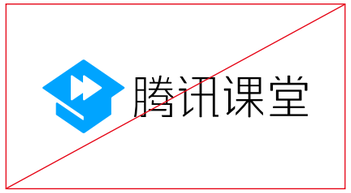


2.11 使用与限制

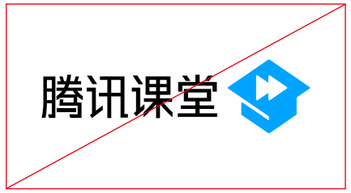
Restrictions

为了保证品牌标志的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌标志时，应尽量避免如右图所示的各种不规范使用样式。

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.

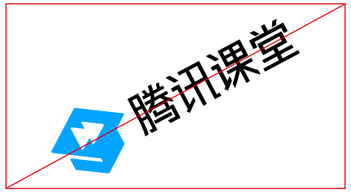


不要擅自改变文字标志字体；
Don’t change the logotype.



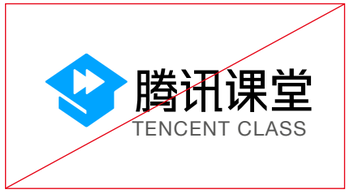
不要擅自组合或排列标志；
Don’t rearrange the logo elements.

不要改变标志元素的比例关系；
Don’t change proportions.

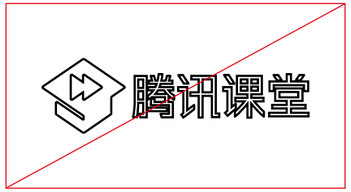


不要倾斜或旋转标志；
Don’t rotate the logo.

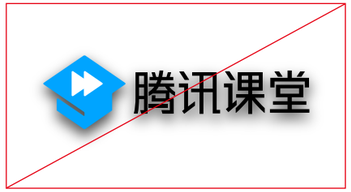
不要单向拉伸标志；
Don’t compress the logo.



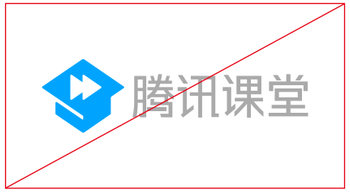
不要在标志周围添加任意文本；
Don’t create a logo lockup with text.



不要直接轮廓化标志或添加描边；
Don’t outline the logo directly.

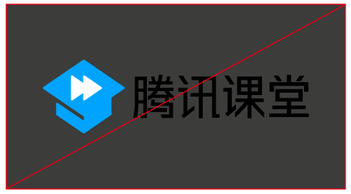


不要在标志底添加投影；
Don’t add a drop shadow to the logo.

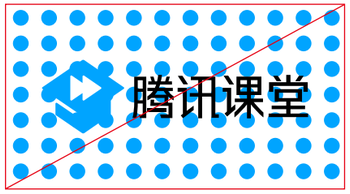


不要擅自改变标志标准色；
Don’t alter the color.

不要使用模糊、质量低的标志；
Don’t use the logo in a low quality.



不要将标志放在对比度不足的背景中；
Don’t place the logo on a color without sufficient contrast.



不要将标志放在繁乱复杂的图像中。
Don’t place the logo over a busy image.

3.00

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品牌色

Color

3.01 品牌标准色

Basic Color

品牌色在腾讯课堂品牌视觉传达中起到了核心作用。右图所示为腾讯课堂品牌规范颜色色板示意，这些颜色可以运用在任何品牌有关衍生物料中。腾讯课堂的每一个品牌色都有着精准匹配合适的Pantone色彩。关于平面印刷物，一般情况下须使用对应的Pantone色值（单色）；若因条件限制无法使用Pantone色彩，选取对应的CMYK色值做为第二选择。关于显示器作业，须使用RGB色值或十六进制值。本规范中提及的品牌色会因不同屏幕和印刷机而产生色差，使用时应尽可能以Pantone色卡做为腾讯课堂品牌色的最终参考对象。(*Pantone属Pantone公司所有。)

Color plays a central role when Tencent Class brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce Tencent Class logo in Pantone (single color) for print work. If this is not possible, use the CMYK values listed for print communication pieces. For screen-based work, use RGB and HEX values. The colors shown throughout these guidelines will vary on different screens and printers and may not display as accurate color matches. Always refer to Pantone color swatches for color matching whenever possible. (*Pantone® is the property of Pantone, Inc.)

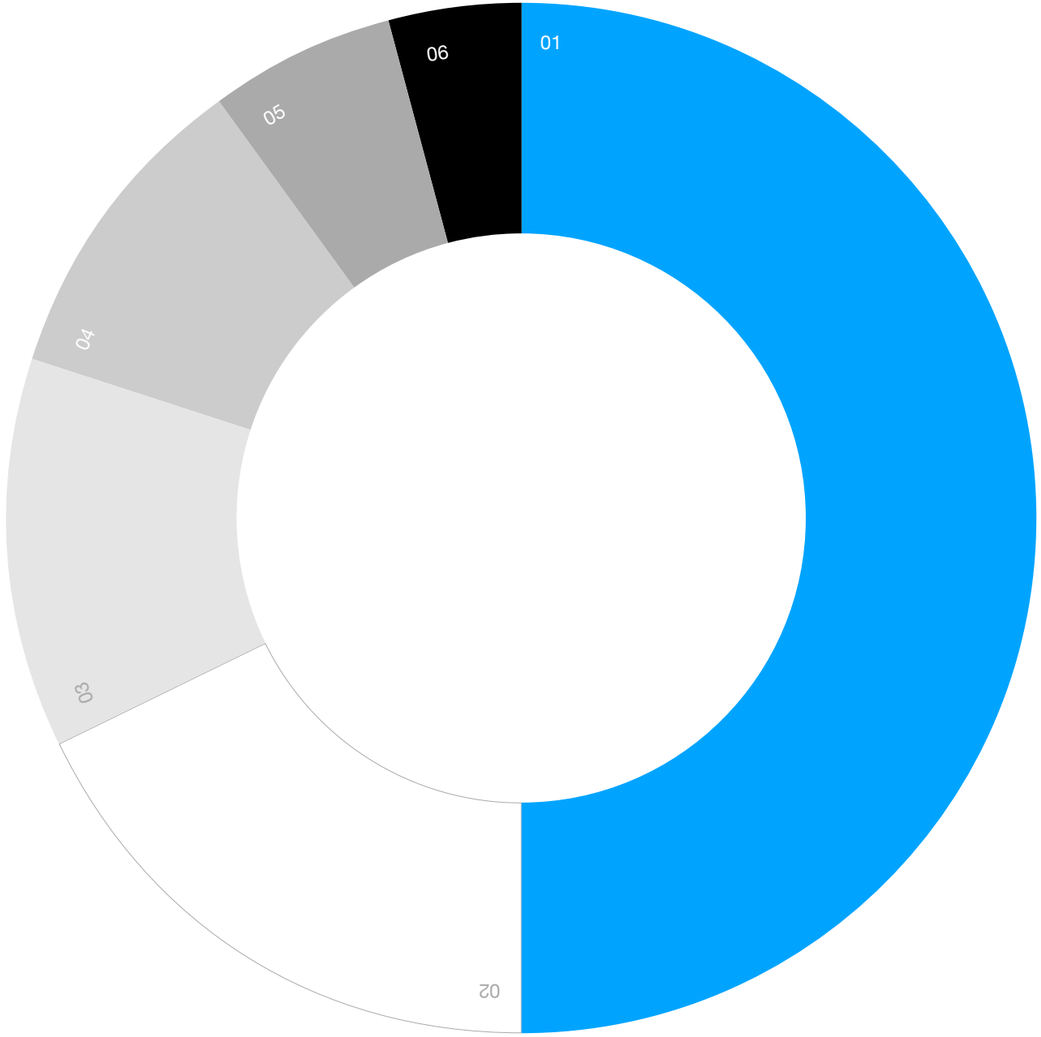
腾讯课堂蓝 Tclass Blue	R: 0 / G: 164 / B: 255 C: 83 / M: 1 / Y: 0 / K: 0 PANTONE 2995 C # 00A4FF	主色 Main Color
腾讯课堂白 Tclass White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	辅色 1 Sub Color 1
腾讯课堂灰 1 Tclass Gray 1	R: 229 / G: 229 / B: 229 C: 7 / M: 3 / Y: 5 / K: 8 PANTONE 427 C # E5E5E5	辅色 2 Sub Color 2
腾讯课堂灰 2 Tclass Gray 2	R: 204 / G: 204 / B: 204 C: 10 / M: 4 / Y: 4 / K: 14 PANTONE 428 C # CCCCCC	辅色 3 Sub Color 3
腾讯课堂灰 3 Tclass Gray 3	R: 170 / G: 170 / B: 170 C: 21 / M: 11 / Y: 9 / K: 23 PANTONE 429 C # AAAAAA	辅色 4 Sub Color 4
腾讯课堂黑 Tclass Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	辅色 5 Sub Color 5

3.02 颜色比例

Color Proportion

恰当的颜色比例使用可确保所有用户正确认知腾讯课堂品牌。使用腾讯课堂品牌色时，腾讯课堂蓝1(01)应做为品牌主色；其他辅色则有助于应用系统的使用和延展。

The appropriate use of Tencent Class Color in right proportion helps to have a consistent brand image. Tencent Class Blue1(01) should be used as the main color for the brand which is the majority of the blue. When Tencent Class Blue1 is used with the specific amount of white(02), the brand image is well presented which is clean and fresh. The sub colors should be used as a supportive color for the applications.



3.03 背景颜色
Background Color

全彩标志，建议做为代表使用标志。在白色／浅色背景上使用全彩标志；在腾讯课堂蓝背景上使用白色标志；在黑色／深色背景上使用白色标志，或者在白色／浅色背景上使用黑色标志。综上规范在对应的条件下（右图）允许使用。

Full color logo is recommended to be used for representative use. Use the full color logo on light or white backgrounds. The white version logo can be used over Tencent Class blue1 which is the main blue color of the brand. White logo on black/dark background or black logo on white/light background is available for limited use.

白色 / 浅色背景上使用全彩标志；
Use full color logo over white/ light background.

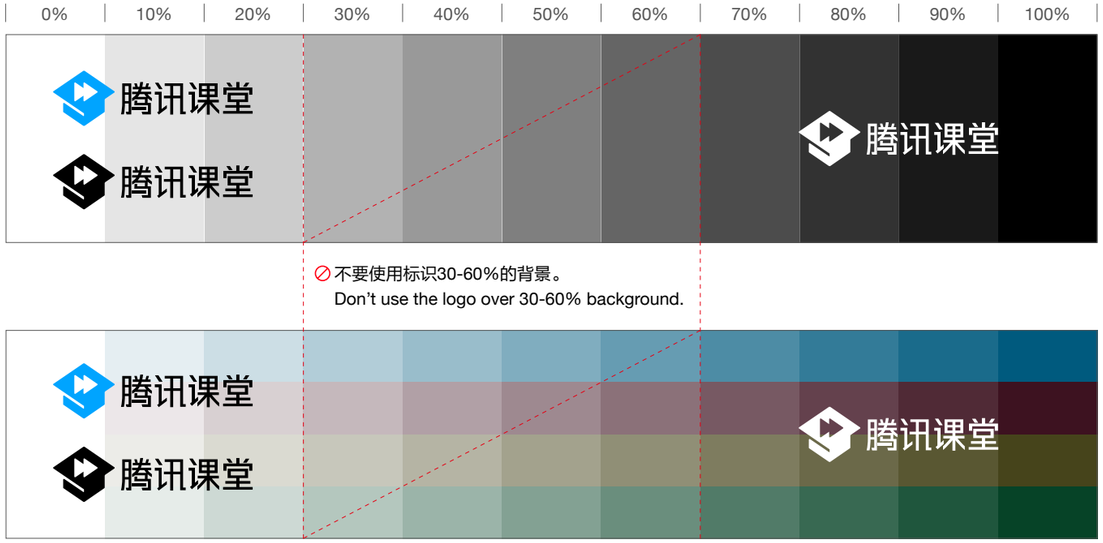
在腾讯课堂蓝背景上使用白色标志；
Use white logo over Tencent Class blue background.

在白色 / 浅色背景上使用黑色标志；
Use black logo over white/bright background.

在黑色 / 深色背景上使用白色标志；
Use white logo over black/dark colored background.

在浅色背景图像上使用黑色标志；
Use black logo over bright image.

在深色背景图像上使用白色标志。
Use white logo over blue/dark image.



4.00

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品牌专用字体

Typography

4.01 中文
Chinese

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。方正兰亭黑做为腾讯课堂的中文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. FZLan Ting Hei is used as basic Chinese typeface for Tencent Class brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。，：；‘“！？＋－*／＝（）《》

01.
方正兰亭中黑简
FZLanTingHeiS-B

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。，：；‘“！？＋－*／＝（）《》

02.
方正兰亭黑简
FZLanTingHeiS-M

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。，：；‘“！？＋－*／＝（）《》

03.
方正兰亭刊黑简
FZLanTingHeiS-R

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。，：；‘“！？＋－*／＝（）《》

04.
方正兰亭超细黑简
FZLanTingHeiS-L

4.02 英文 1

English 1

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。Helvetica Neue做为腾讯课堂的英文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. Helvetica Neue is used as basic English typeface for Tencent Class brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}

01.
Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}

02.
Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}\

03.
Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}\

04.
Helvetica Neue Light

5.00

—

品牌角色

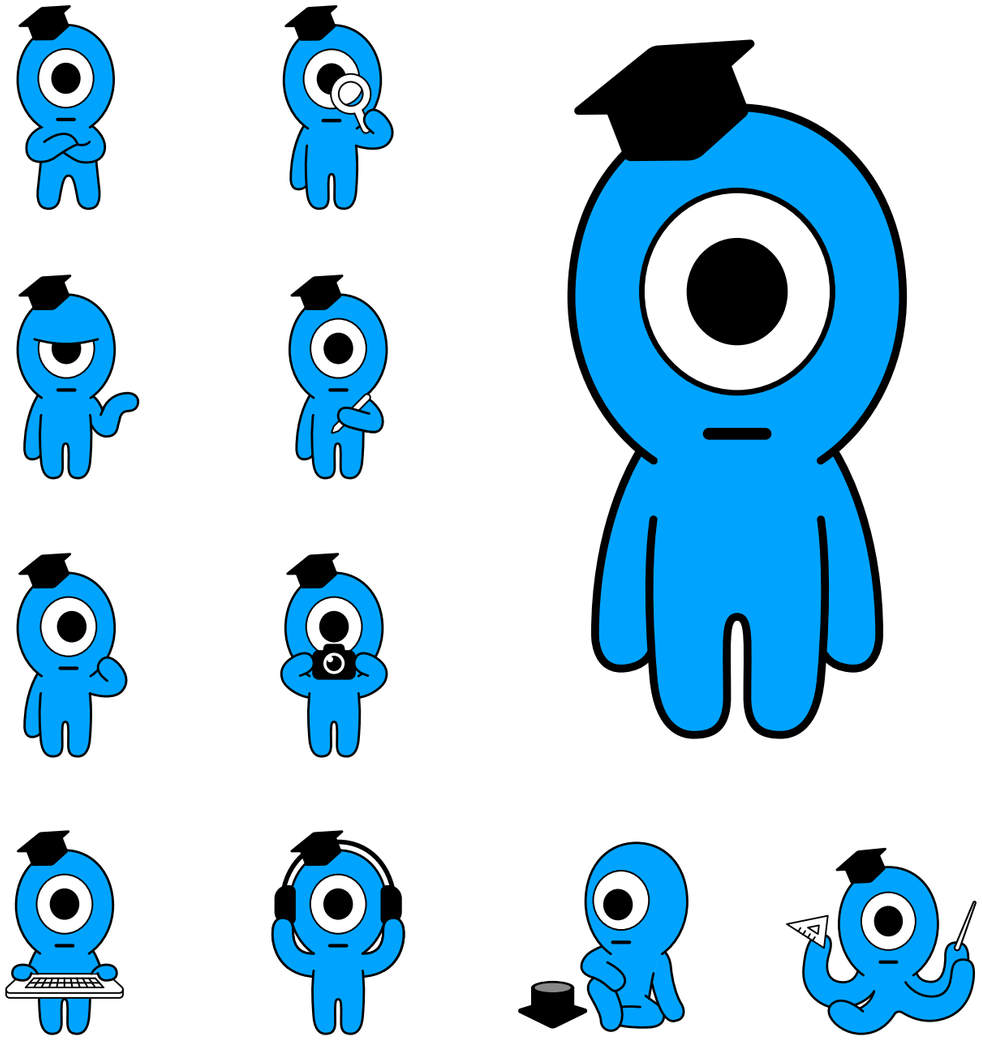
Character

5.01 品牌角色

Character

当品牌需要配图与用户进行互动时，腾讯课堂的角色可以按照适当的方式使用在UI元素，产品，广告等场景中。角色的颜色与品牌色一致，以保持品牌的一致性。

When the brand needs the supportive graphic to approach users, Tencent class can use its own character in proper ways. It can be utilized in many ways such as UI elements, products, advertisements. The character’s color should be the same as the logo’s to maintain brand consistency.

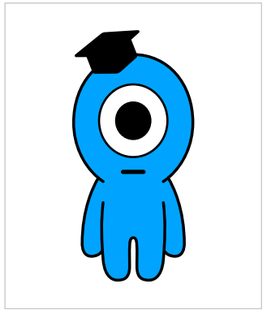


5.02 背景颜色

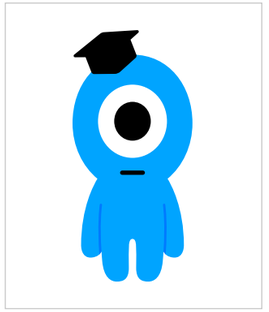
Background Color

一般情况下建议使用全彩角色。在白色／浅色背景上使用全彩角色，但不能在黑色背景上使用；如右图所示，单色描边或单色填充角色在对应的环境下使用。

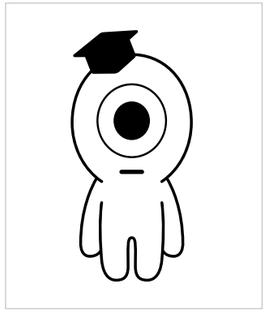
Full color character is recommended to be used for representative use. Use the full color character on a bright or a white, but not a black background. 1degree character either stroke or plane version are available for limited use.



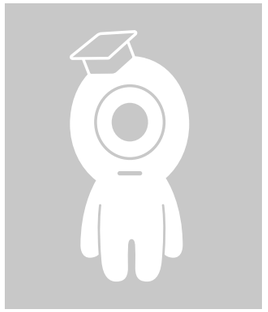
全彩描边角色；
Full color stroked



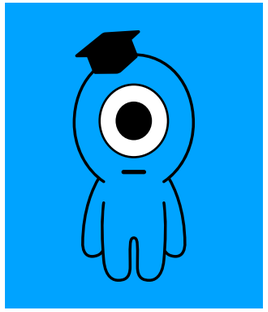
全彩角色；
Full color



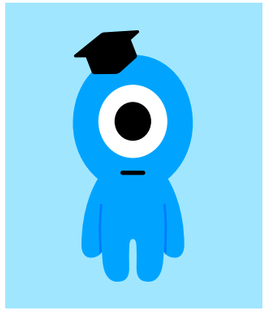
单色描边角色；
1degree_stroke



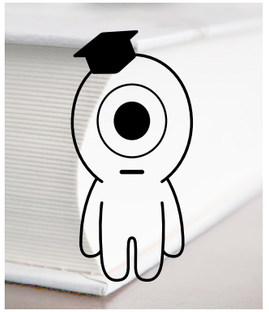
单色填充角色；
1degree_plane



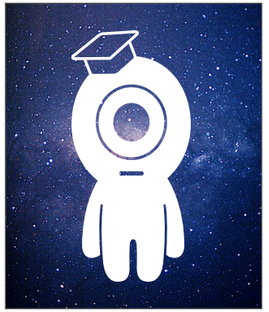
在品牌色上使用全彩描边角色；
Full color stroked character
on the brand color



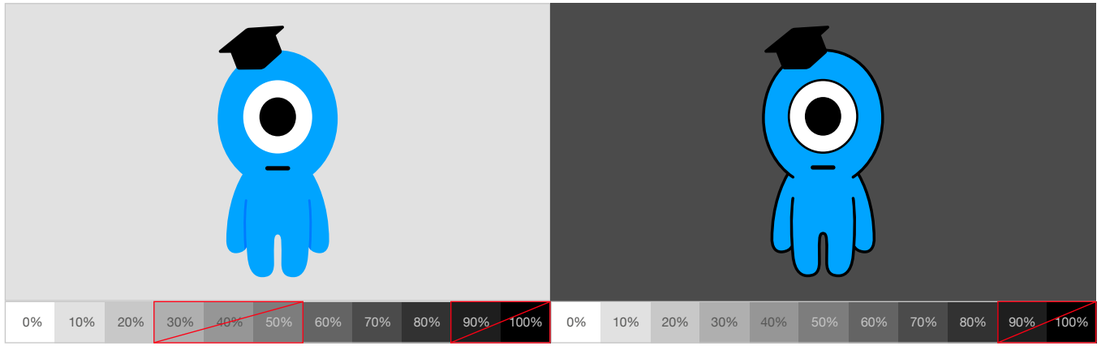
在浅色背景上使用全彩角色；
Full color character on a light
background



在浅色图像上使用单色描边角色；
1degree character on a bright
image



在深色图像上使用单色填充角色。
1degree character on a dark
image

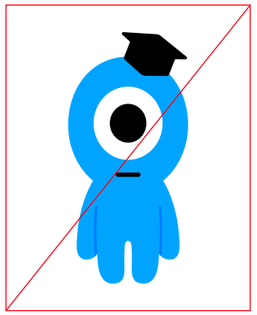


5.03 使用与限制

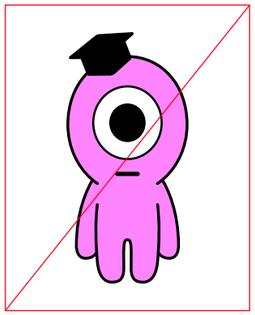
Restrictions

为了保证品牌的完整性以及保持角色统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌角色时，应尽量避免如右图所示的各种不规范使用样式。

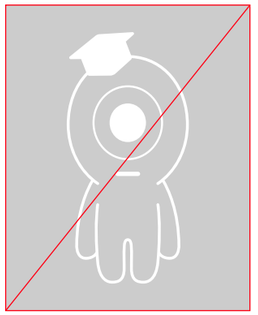
To promote the integrity of the brand and to maintain the consistency of the character, it is important to use the character as described in these guidelines. The examples shown here illustrate possible misuse of the character that should be avoided.



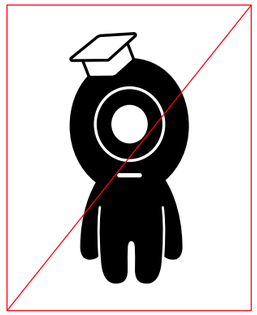
不要改变帽子的位置；
Don’t change a cap’s position.



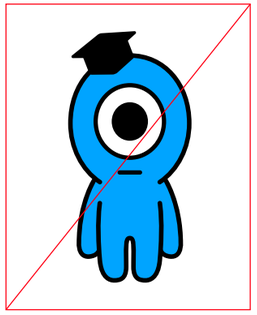
不要擅自改变角色的颜色；
Don’t alter the color.



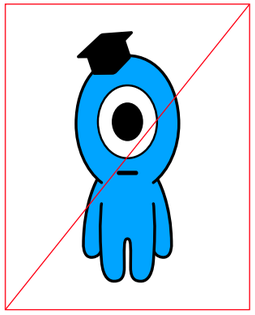
不要反转单色描边角色的颜色；
Don’t reverse 1degree color.



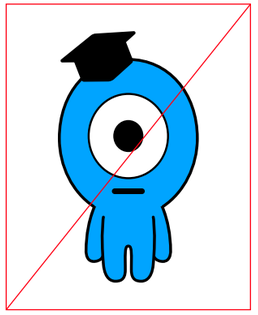
不要反转单色填充角色的颜色；
Don’t reverse 1degree color.



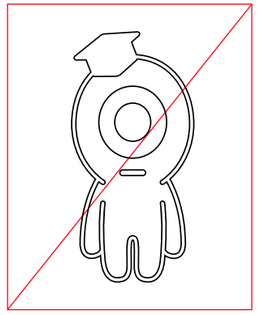
不要改变线的粗细；
Don’t change the stroke weight.



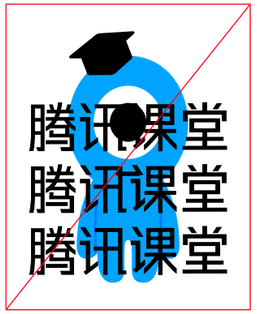
不要单向拉伸角色；
Don’t compress the character.



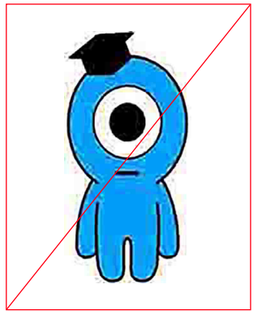
不要改变角色元素的比例关系；
Don’t change proportions.



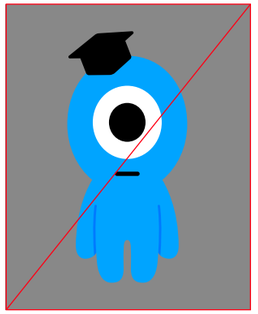
不要轮廓化角色或添加描边；
Don’t outline the character.



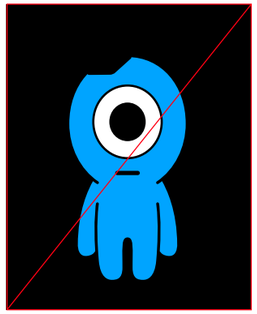
不要将字覆盖在角色上；
Don’t use any text over the character.



不要使用模糊、质量低的角色；
Don’t use the character in a low quality.



不要用对比度不足的背景色；
Don’t use a low-contrast background color.



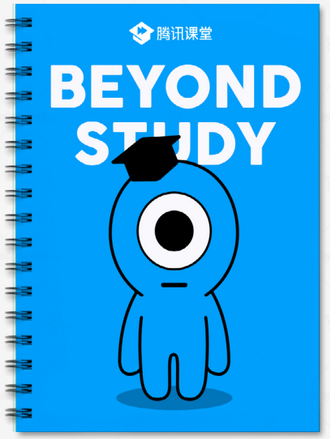
不要在黑色背景上使用角色。
Don’t use the character on a black background.

5.04 应用系统

Applications

以统一的方式使用腾讯课堂角色视觉识别系统将建立一个强大的品牌形象。如右图所示，角色将以最正确的品牌基调为用户传达正确的品牌信息。对于客户而言，这些是代表角色的重要的应用媒介。角色特质须清晰可见，从而清晰呈现出品牌形象。

As following examples shown, the character will have the right tone to support the Tencent class brand for the audience. These can be an important application that represents the brand in the business. The character should be applied in a clear way, expressing the strong brand identity of Tencent Class.



6.00

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辅助图形

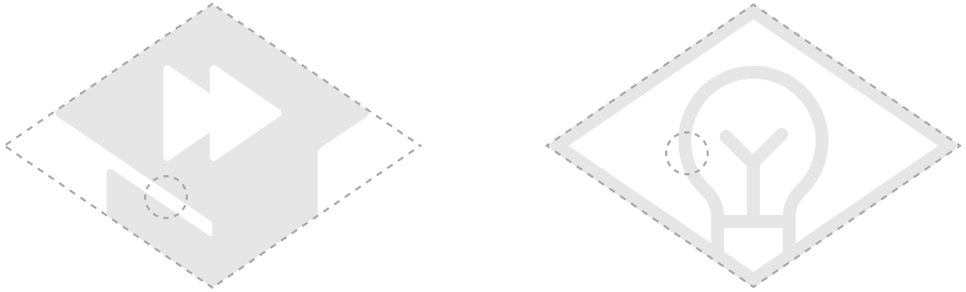
Sub Graphic

6.01 图形元素

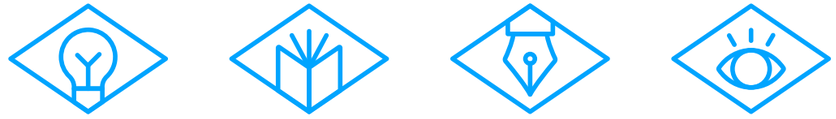
Graphic Elements

腾讯课堂的基础辅助图案有助于延展腾讯课堂品牌视觉表达。所有辅助图案都基于标准标志图形下的延展。用标志的菱形外形作为辅助图案最重要的元素，以强化腾讯课堂品牌视觉特点，凸显品牌调性。右图为辅助图案的图形元素，可直接与标志搭配使用。辅助图案系统可以在不同的物料和尺寸上使用，第六章将展示腾讯课堂辅助图案的线上／线下使用案例。

Tencent Class basic sub graphics help to broaden graphic expression of Tencent Class brand. To strengthen the visual characteristics of Tencent Class brand, all the Tencent Class basic sub graphics are made based on the diamond shape of the logo, and united brand tone. Sub graphics on the right side page can be used with Tencent Class basic logo. The following application section shows examples of usage.

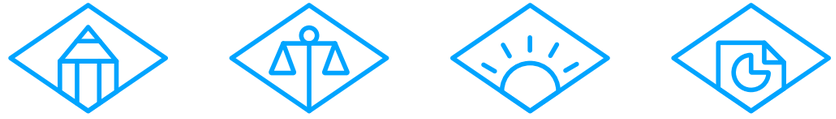


主要图形
Main Graphic



想法 / Idea　知识 / Knowledge　创造力 / Creativity　发现 / Discovery

其他图形
Other Graphic



练习 / Practice　判断力 / Judgement　周期 / Period　技能 / Skill

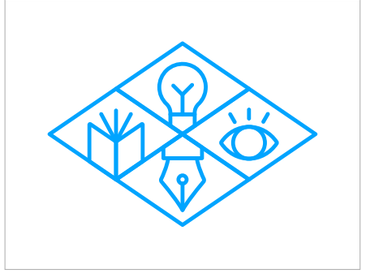
6.02 辅助图案 1

Pattern 1

腾讯课堂的基础辅助图案有助于延展腾讯课堂品牌视觉表达。所有辅助图案都基于标准标志图形下的延展。用标志的关联图形作为辅助图案最重要的元素，以强化腾讯课堂品牌视觉特点，凸显品牌调性。右图为辅助图案1，可直接与标志搭配使用。辅助图案系统可以在不同的物料和尺寸上使用，第六章将展示腾讯课堂辅助图案的线上／线下使用案例。

Tencent Class basic sub graphics help to broaden graphic expression of Tencent Class brand. To strengthen the visual characteristics of Tencent Class brand, all the Tencent Class basic sub graphics are made based on the logo shape of the basic logo, and united brand tone. Sub graphics 1 on the right side page can be used with Tencent Class basic logo. The following application section shows examples of usage.

主要图形组合 / Main Graphic Combination



白色 / 浅色背景上使用蓝色辅助图案 1；
Use blue sub graphics over white/ light background.

白色 / 浅色背景上使用灰色辅助图案 1；
Use grey sub graphics over white/ light background.

蓝色背景上使用白色辅助图案 1。
Use white sub graphics over blue background.

6.03 辅助图案 2

Pattern 2

腾讯课堂的基础辅助图案有助于延展腾讯课堂品牌视觉表达。所有辅助图案都基于标准标志图形下的延展。用标志的关联图形作为辅助图案最重要的元素，以强化腾讯课堂品牌视觉特点，凸显品牌调性。右图为辅助图案2，可直接与标志搭配使用。辅助图案系统可以在不同的物料和尺寸上使用，第六章将展示腾讯课堂辅助图案的线上／线下使用案例。

Tencent Class basic sub graphics help to broaden graphic expression of Tencent Class brand. To strengthen the visual characteristics of Tencent Class brand, all the Tencent Class basic sub graphics are made based on the logo shape of the basic logo, and united brand tone. Sub graphics 2 on the right side page can be used with Tencent Class basic logo. The following application section shows examples of usage.

基础图案 / Basic Pattern

白色背景上使用灰色辅助图案 2；
Use grey sub graphics 2 over white background.

蓝色背景上使用蓝色辅助图案 2。
Use blue sub graphics 2 over blue background.

7.00

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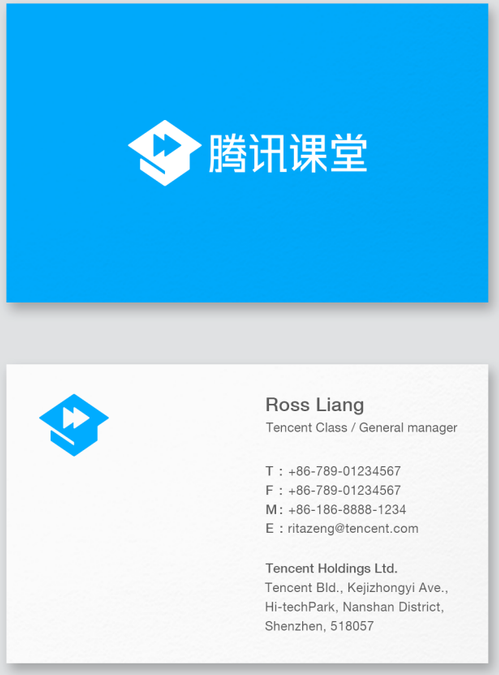
品牌应用系统

Applications

7.01 名片
Business Card

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。对于客户而言，名片是代表腾讯课堂品牌的重要的应用媒介。在印刷材料中，腾讯课堂品牌标志须清晰可见，从而清晰呈现出品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Business card can be an important application that represents the face of Tencent Class brand in the business related situation. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of Tencent Class.

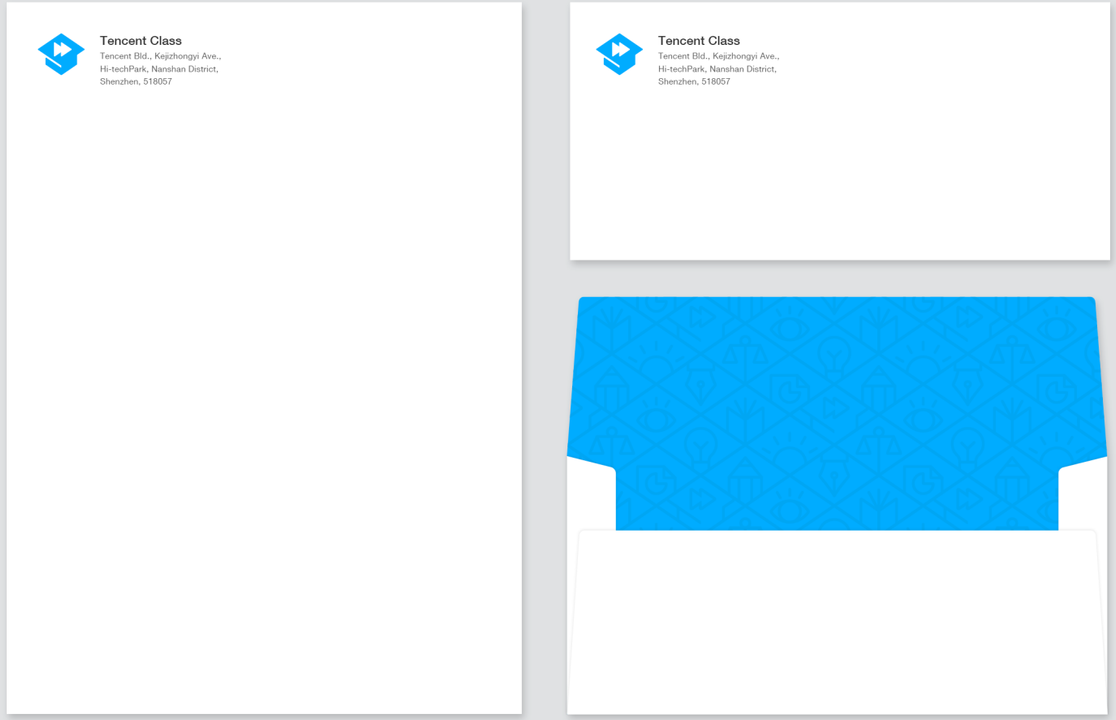


7.02 办公应用

Stationery

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在印刷材料中，品牌标志须清晰呈现于办公文具系统中。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of Tencent Class.



7.03 品牌产品

Brand Products

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌产品中，腾讯课堂品牌标志可通过工艺印压至各种材料，如纸张、塑料、不锈钢等。

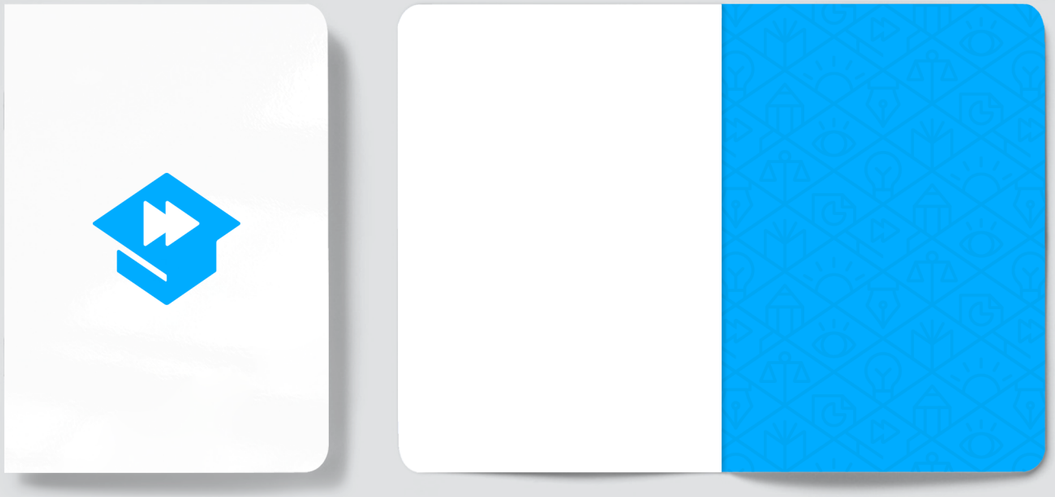
Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo can be embossed or debossed on various materials such as paper, plastic or metal surface to give a more special long lasting look.

7.04 笔记本

Notebook

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标志和图案能够很好地传达正确的腾讯课堂品牌形象。

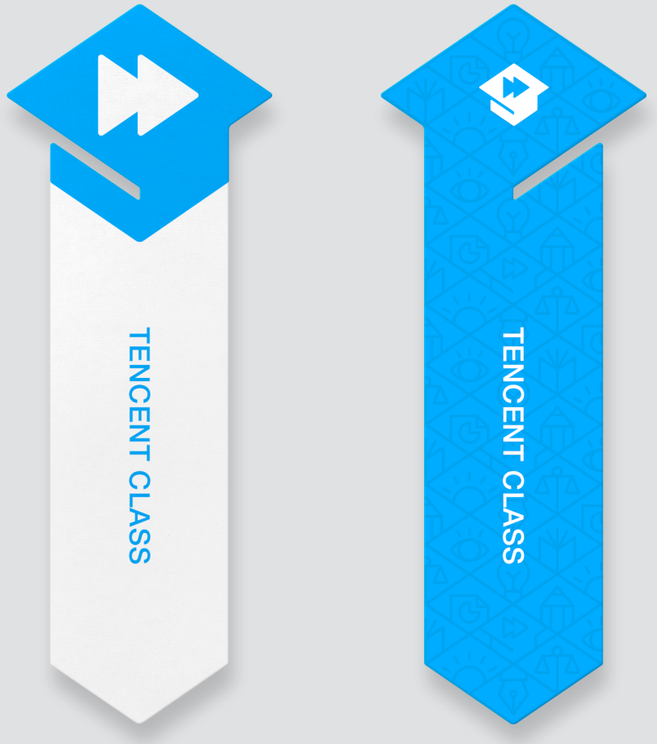
Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo and pattern can be used in various brand applications as a metaphor to represent Tencent Class brand.



7.05 书签
Bookmark

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标志和图案能够很好地传达正确的腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo and pattern can be used in various brand applications as a metaphor to represent Tencent Class brand.



7.06 海报

Poster

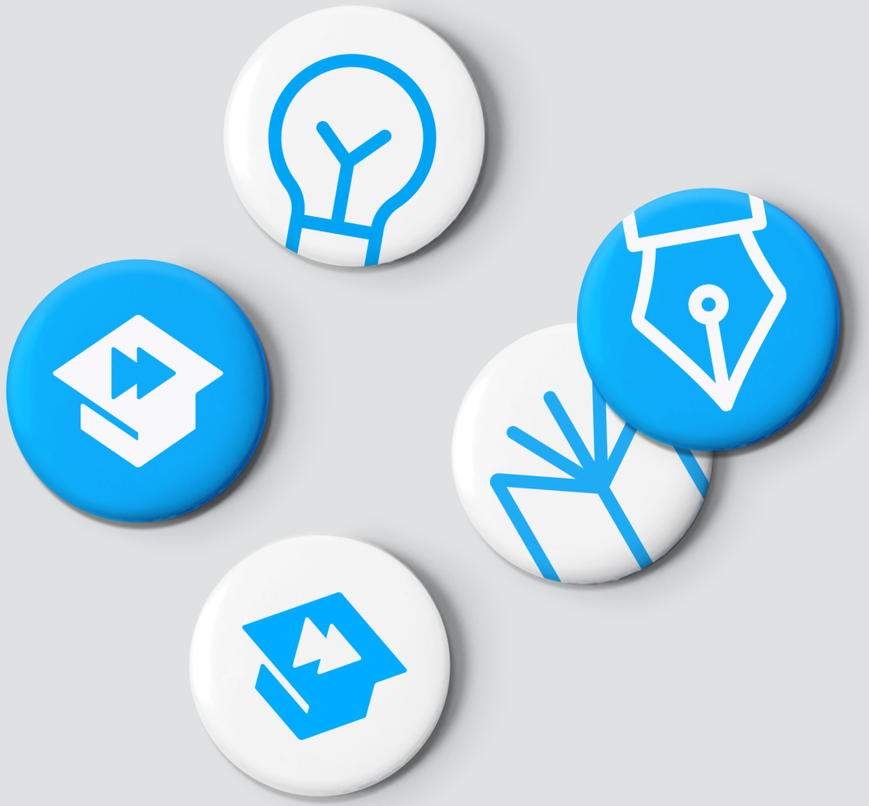
以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，标志的运用可起到强有力的传达腾讯课堂品牌形象的作用。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo can be applied utilizing various image that can represent the brand image of Tencent Class.

7.07 徽章
Badge

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。腾讯课堂的图形标志和辅助图案可通过工艺和各类材质来呈现腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class symbol and pattern can be used to various materials to represent the brand image of Tencent Class.

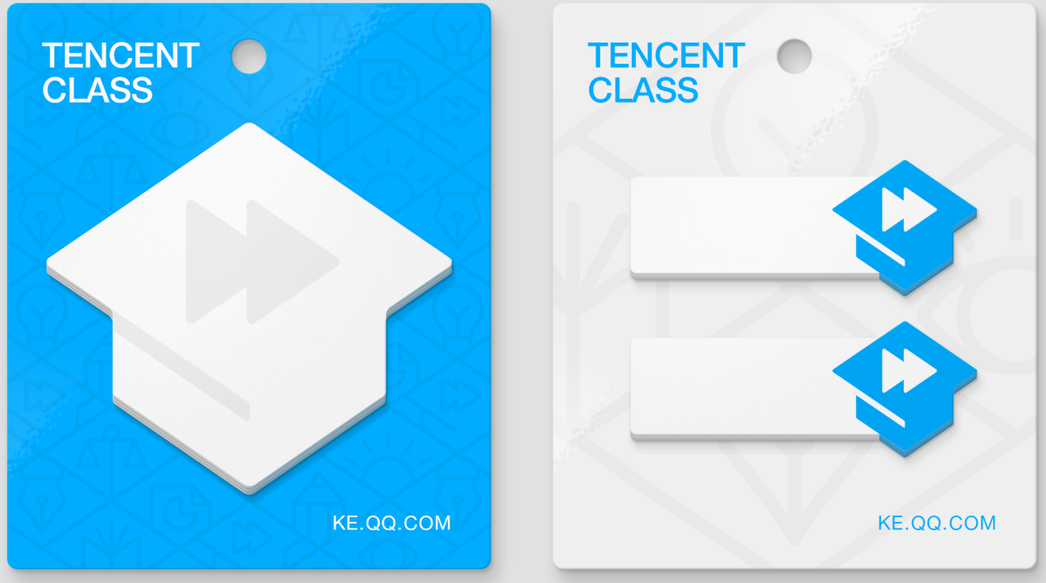


7.08 便签纸

Notepaper

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。腾讯课堂的图形标志和辅助图案可通过工艺和各类材质来呈现腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class symbol and pattern can be used to various materials to represent the brand image of Tencent Class.



7.09 包袋

Bag

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标志和辅助图案能够很好地传达正确的腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo and pattern can be used in various brand applications as a metaphor to represent Tencent Class brand.

7.10 衬衫
T-shirt

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标志和图案能够很好地传达正确的腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo and pattern can be used in various brand applications as a metaphor to represent Tencent Class brand.

7.11 应用程序图标 / 启动闪屏

App Icon / Splash

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。腾讯课堂品牌标志可用于手机app图标或启动闪屏。运用标志时请注意设备特性来设定标志显示的尺寸，以确保标志的可读性。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo can be applied to mobile devices in the form of icons or splash images. Make sure the logo looks optimized and realized in the best condition according to the device.

7.12 网页
Website

以统一的方式使用腾讯课堂品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯课堂将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标志和辅助图案能够很好地传达正确的腾讯课堂品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Class brand will have the right tone to support the right message for the audience. Tencent Class logo and pattern can be used in various brand applications as a metaphor to represent Tencent Class brand.

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